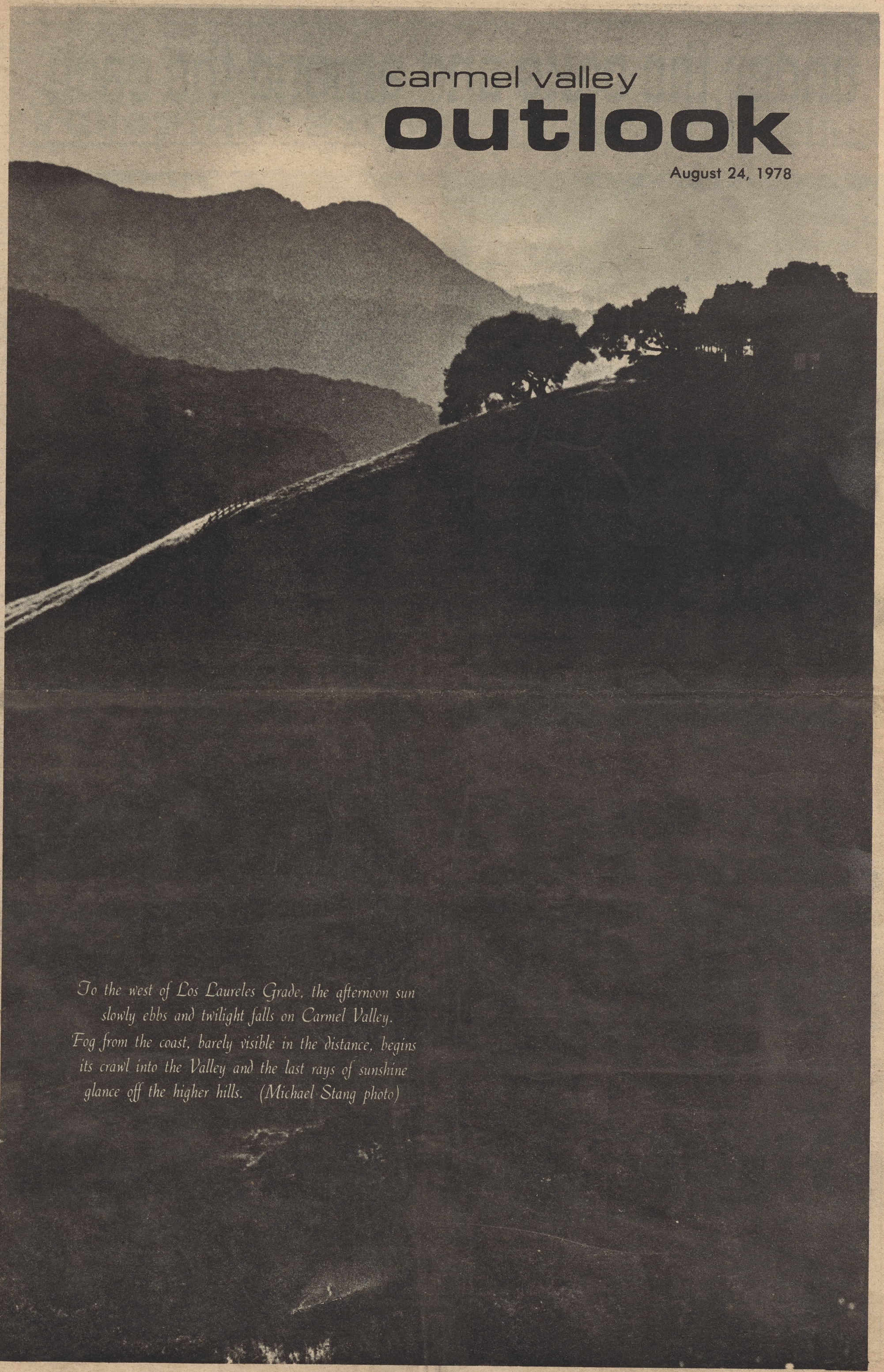
carmel valley outlook

August 24, 1978

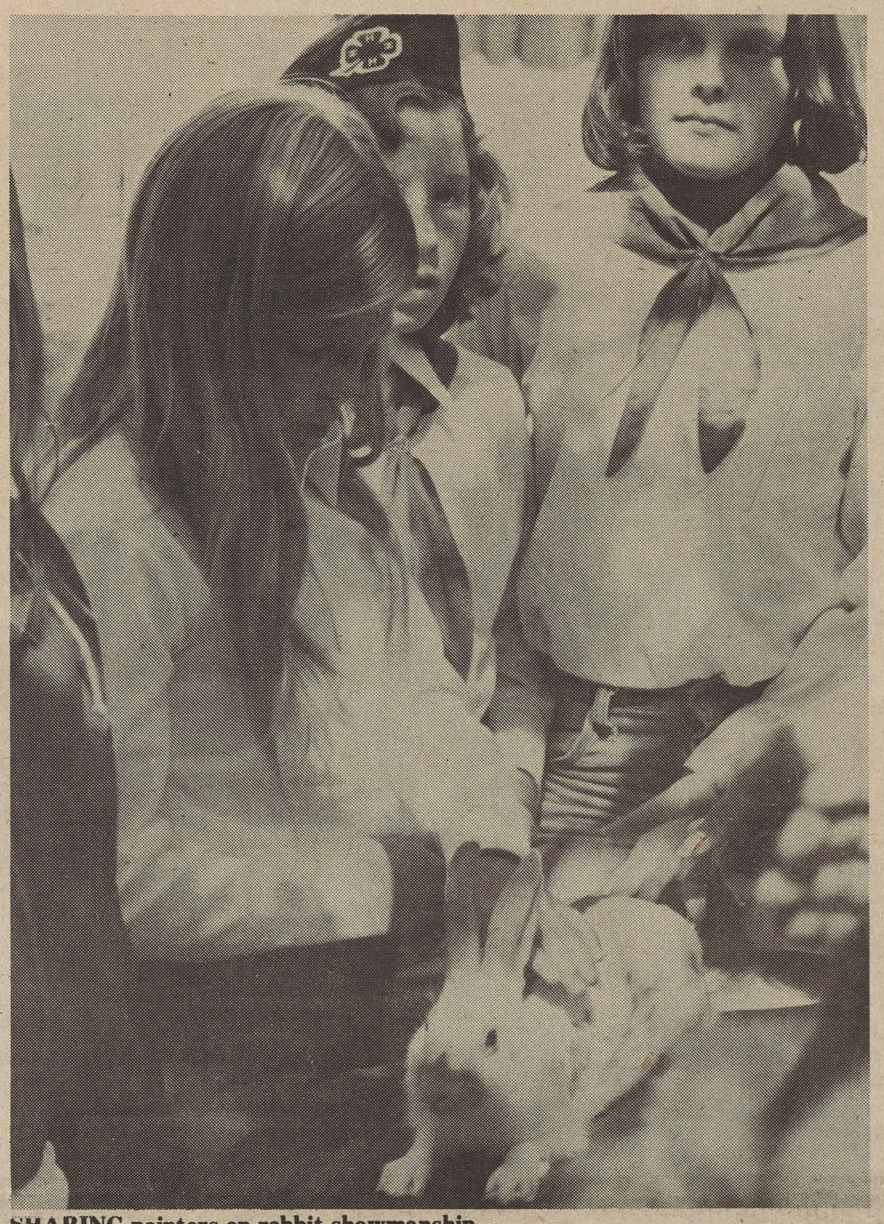


To the west of Los Laureles Grade, the afternoon sun slowly ebbs and twilight falls on Carmel Valley. Fog from the coast, barely visible in the distance, begins its crawl into the Valley and the last rays of sunshine glance off the higher hills. (Michael Stang photo)

under the oaks and among the cacti

by mildred hattan

BILL BOONE awarded first place in baked goods to Karen Condon for her batch of "Snickerdoodles."



SHARING pointers on rabbit showmanship were Jennifer Johnson, Robin Simms and Teresa Paddock.

County Fair hopefuls

Finals before judging at the Monterey County Fair took place last week for the Boronda and Buckeye 4-H Clubs at the Lockwood's Barn in Robles del Rio.

Judges were: Rabbits: Susie Bennett, Marit Arana and Mary Jane Reuter; Market Classes and Sheep Showmanship: Betty Wilson; Beef Group: Betty Wilson and Kent Heneks; and Cooking: Bill Boone.

Event winners were: Rabbit Showmanship: Meredith Canhan, first; Robin Simms, second; Sean Simms, third; Andrew White, fourth; Jolene Lambert, fifth; and Marcus Arana, sixth. Market Class: Andrew White, first; Tricia Collins, second; Dede Sherman, third; Kim Parham, fourth; Ashley Swanson, fifth. Sheep showmanship: Kim Parham, first; Stephanie Parham, second; Liz Weiss, third; Troy Canham, fourth; Danny Weiss, fifth. Novice Showmanship (for those who had not shown sheep before): Tricia Ward, first; Laura Bennett, second; Andrew White, third; George Norlock, fourth; and Greg Bennett, fifth. Beef Group: Susan Lockwood, first; Mike Romero, second; Louise Boone, third. Beef Showmanship: Louise Boone, first; Mike Romero, second; Susan Lockwood, third. Cooking Class: Karen Condon, first and Louise Boone, second.

OVERWEIGHT OR under? Ollie White, Carol Arana and Dee Dee White check a wooly's weight recorded by Marcus Arana.

carmel valley
OUTLOOK

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His dreams are air-filled

Valley man excited about balloons

By KEN PETERSON

JULES POLLACK has a dream. His vision, born in Los Angeles and nurtured now in Carmel Valley, is of a new American spirit, a new pride, a resurgent economy and balloons.

Balloons? Yes, balloons. But no ordinary balloons, mind you.

No, it is the "fun-filled helium balloon" which moves Pollack to eloquence and unbridled enthusiasm. And not just one balloon, either: thousands, millions of them, in every color, bobbing on strings in the hands of every child and adult in the land.

Pollack's excitement about balloons is not entirely academic. He, his wife, Suzy, and their long-time associate, Leroy Foster, are Creative Balloons Inc. Their business is manufacturing and selling self-sealing balloons. They are successful, but to hear them talk, the pleasure of getting balloons to people is more important than money.

Encouraging the proliferation of balloons is only part of their dream for a brighter America. Integral to it is the replacement of Uncle Sam, the nation's traditional symbol, with a new character representative of the country's future.

Their answer is "Yankee Doodle Dandy," the officially-registered "Character of America," the nation's "Bicentennial Son," born at 12:01 a.m. July 4, 1976.

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"KIDS CAN'T relate to Uncle Sam anymore," Pollack says flatly. "Our country is out of character. He's stern, always pointing his finger at you.

"Kids wear Mickey Mouse T-shirts, *Star Wars* T-shirts. Do you ever see a kid with an Uncle Sam T-shirt? No way!"

And, Suzy points out with a twinkle, while Uncle Sam can be used to promote hot dogs or petroleum products, Yankee Doodle Dandy cannot be commercialized in that way because his is a registered name, protected by the government.

"Uncle Sam is the symbol of the United States, but he isn't protected by the United States," she says, her innocent brown eyes large with amazement.

She hopes to see Yankee Doodle Dandy everywhere in America, in cartoons "showing kids the good things about the United States," on posters and T-shirts, giving adults and children encouragement for the future.

"Fifty years from today, when America has Yankee Doodle Dandy and his friends, people will ask, 'What happened in 1976?' And kids will say, 'That's when Yankee Doodle Dandy was born," Pollack declares.

At the moment, Yankee Doodle Dandy spends most of his time blowing up self-sealing fun-filled helium balloons.

He is one of a stable of characters the Pollacks have developed, most for major clients who use balloons in their promotions.

The characters are designed by Suzy, with large plastic heads and colorful costumes that turn a metal helium tank into a thing of wonder for a child.

Their big breakthrough came when McDonald's began using a Creative Balloons Ronald McDonald in national promotions.

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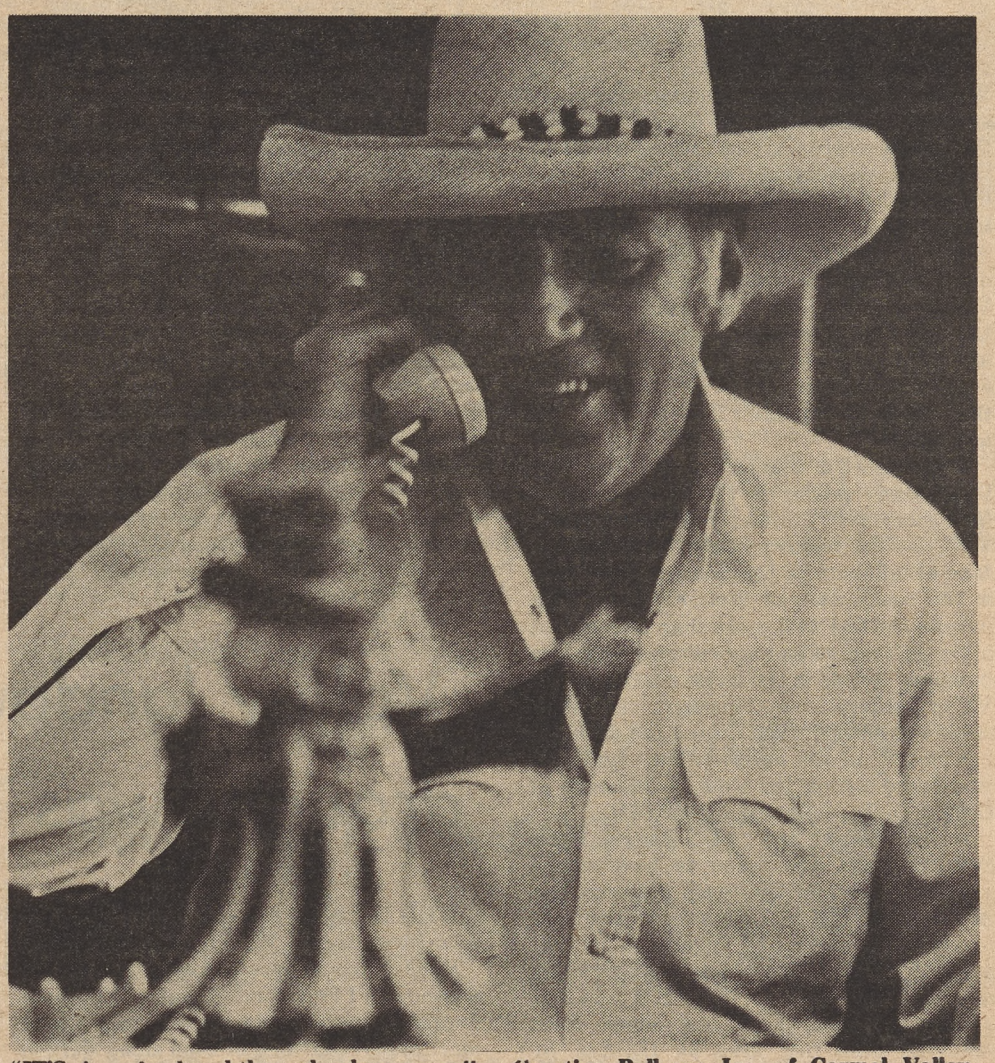
"YOU SHOULD see the kids line up to get a balloon from Ronald," Pollack said, his gravelly New York accent mellowed with pleasure. "They get so excited, their eyes light up. That's really Ronald McDonald giving them a balloon!"

Orange Julius, Buster Brown Shoes, Dunkin' Donuts, Sambo's and other companies have followed suit. Another fast food chain and shoe store line are negotiating with Creative Balloons now.



"IT'S A major breakthrough when a small company can start selling to a large company," says Jules Pollack, founder of Creative Balloons Inc. of Carmel Valley. One of the big clients is McDonald's Restaurants. (Michael Stang photos)

"It's a major breakthrough when a small company can start selling to a large company," Pollack said. "The free enterprise system shall continue."

His enthusiasm for helium balloons goes way back, to the 1930s when his father would still buy them for the kids even though the Depression was in full swing and he was unemployed.

One of Pollack's baby pictures, which he proudly shows to visitors, is of him in a stroller holding the string of a fun-filled helium balloon.

"Helium balloons are not a passing fancy," Pollack says. "You always see balloons because they are creating the fun."

He continues to generate new enthusiasm, much of it from the Horatio Alger quality of Creative Balloons' own rise.

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FOR 15 years a book salesman, Pollack went into publishing before ballooning. He created and marketed a compendium called *In Black America*, an encyclopedia of people and events in black American history.

"This was long before *Roots*," he notes.

Together with Foster, a psychology graduate of Howard University, and his wife, Suzy, a would-be actress whom he met during the book project, high school graduate Pollack formed Creative Balloons.

"We sold everything we had, our home, stock, used our savings," Pollack said.

He hoped to ride a wave of red, white and blue balloons through the Bicentennial, but the wave never came. The firm finally got its breakthrough with McDonalds after that and has been growing ever since.

The company manufactures its balloons (with self-sealing plastic inserts and five feet of string attached) in Dixville Notch, N.H., the town that always casts the first vote in the nation. Its factory is behind the Balsams Hotel, where Pollack worked as a busboy the summer he was 17.

The factory itself is in the bunkhouse where Pollack slept that summer. And the plant is run by Rick and Tom Tillotson, second generation balloonmakers whose father made balloons in his home 40 years ago and who now casts the first vote each Presidential election.

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SUMMER RESORT work helped Pollack develop another balloon promotion: the balloonathon for charity.

As a teen-ager, he spent one summer at a Catskills resort with another busboy—named Jerry Lewis. Pollack conceived of selling fun-filled helium balloons to benefit Muscular Dystrophy, Lewis' chairty effort. McDonalds liked the idea and it mushroomed into a major promotion this year.

Now, Pollack says, other businesses can put their slogan on a balloon, have Yankee Doodle Dandy inflate the balloons, sell them for charity and raise money to help worthy causes.

Apart from helping charities, Pollack sees balloons as a sure-fire way to kick the American economy into high gear.

"If a mother goes to a shopping mall," Pollack said, "and the mall has Yankee Doodle Dandy, the child gets a fun-filled helium balloon and doesn't bother mother for 20 minutes. So, she does more shopping and buys, say, one more item.

"When they are across the country in 20,000 malls, we'll be back to full employment."

One shoe store owner told him a balloon-dispensing character accounted for two or three additional sales each day.

"That's another 20,000 pairs of shoes a week for a chain," Pollack said.

Balloons are an "everybody's happy program," Suzy says. "Nobody gets hurt."

Creative Balloons gives away its inflater characters—Yankee Doodle Dandy, Mr. Magic, Nicholas Van Caroler (a Christmas character), and Mr. Maple. They sell the balloons and retailers buy their own helium.

(Helium supply is no problem for the balloon market. According to the *Wall Street Journal*, there is enough helium stockpiled in the United States to float more than 200,000 Goodyear blimps.)

Even as their sales to retailers grow, Jules, Suzy and Leroy are working hardest to send the spirit of Yankee Doodle Dandy forth from Carmel Valley.

"Kids aren't saluting the flag in school in the morning anymore," Suzy says, downcast. "We're trying to do it another way with Yankee Doodle Dandy.

"He has stars in his eyes because we call him a dreamer. We feel every little American is.

"When this country is together, the rest of the world's together. We lead the way.

"Yankee Doodle Dandy will be the catalyst. When the kids believe, the grownups believe again, because we're just grown-up kids."

BETWEEN THIS character's teeth is the device that fills Julles Pollack's balloons. The plastic head and costume below conceal the helium tank underneath. Pollack's wife, Suzy, designs the characters.

Opinion

Cal-Am is not blameless for riverbank damage

By EDWIN B. LEE

THE CH2M HILL Co. study, financed by a $10,000 advance by California-American Water Co., has been completed. The study summary supports the Cal-Am position that the loss of riverbank vegetation, caused by the dramatic lowering of the water table near the Cal-Am wells, is not a contributing factor to the enhanced erosion that has occurred since Cal-Am began exporting major amounts of water from the Carmel Valley aquifer. However, maps showing Cal-Am well locations, vegetation health, and 1978 bank erosion sites in the various reaches of the Carmel River together with the Segunda Pipeline EIR indicate the following:

- The health of vegetation along the river is markedly poorer in the reach between the uppermost Cal-Am well, the Russell Well, and the westernmost extension of the zone of influence of the Schulte Well, than in the reach west of Wolter's Road. This despite the fact that more than 50 per cent of the golf course and agricultural irrigation pumping is done in the latter portion of the Valley where the riparian vegetation remained healthy even during the drought.
- Not all of the deteriorated vegetation was found within the zone of influence of Cal-Am wells indicated in the EIR.
- Vegetation near the Berwick and Scarlett wells was found to have above average health for the reach between Cal-Am wells. CH2M Hill did not mention that massive destruction of vegetation in that area by 1966 was photographically documented in the EIR. Nor did it note that scores of dead trees had since been removed from that area by Cal-Am, by other property owners and by the major erosion of the riverbanks that occurred in 1969.
- Major damage to vegetation, as documented in the EIR, occurred within the zone of influence of Cal-Am wells prior to the 1977 drought. CH2M Hill did not distinguish between vegetation destruction prior to and during the drought.
- Destruction of vegetation was found by CH2M Hill to be correlated with water table drawdown.
- Four of the five sites where "severe bank erosion" occurred during 1978 were within the 2,100-foot zone of influence of Cal-Am wells indicated in the EIR.
- In the region between Cal-Am wells, erosion occurred outside the Cal-Am wells' zone of influence which I do not believe can be logically attributed to withdrawals by Cal-Am.
- No erosion was found to have occurred in 1978 in the region west of Wolter's Road where most of the irrigation pumping occurs and where the bank willows remain lush and healthy. It is in this region that Cal-Am is now requesting use permits to install four new wells.

CH2M Hill attributes the enhanced erosion, which has been documented since 1969, to downcutting of the riverbed due to entrapment of sediment behind San Clemente Dam. This is an unsubstantiated and specious argument.

Since 1969, the Monterey County Public Works Department has spent several hundreds of thousands of dollars to repair erosion and erosion-related damages; to the Carmel Valley Road near Garland Park, to the Robinson Canyon Road bridge, to the Schulte Road bridge, and to the riverbanks just below the Schulte Road bridge. Plans are underway to spend $1 million for further repairs to the riverbanks near the Schulte Well. All of these sites are within 2,100 feet of a Cal-Am well.

Since San Clemente Dam was completed in 1921, there have been at least five prior years in which the Carmel River flow equalled or exceeded those of the recent peak years 1969 and 1978.

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WHY, IF downcutting of the channel bottom caused by sediment deposits behind San Clemente Dam is the source of the observed enhanced erosion, did it take 48 years after completion of the dam for the enhanced erosion to occur? Why were taxpayers' funds—first county and now federal—required to repair erosion damages only within the zone of influence of Cal-Am wells? Why did the erosion from minor storms occur only after Cal-Am began extracting large quantities of water for export and after the destruction of vegetation on the riverbanks near the wells had been noted and photographically documented (*Segunda Pipeline EIR*, Exhibits 108 and 110)?

Dr. Paul J. Zinke, in his 1971 report, which was not cited by CH2M Hill, reported that vegetation in the flood channels slows the current and causes deposition of the sediment load. Removal of vegetation, either on the channel bottom or on the banks, presumably would have the opposite effect; increased velocities of flow, failure to deposit sediment, and an increased tendency to scour and erode.

It should be noted that, according to the CH2M Hill sedimentation rates used to justify their argument, the amount of sediment deposited in the San Clemente reservoir should be 1,978 acre feet. This is 1,109 acre feet more than the actual loss of storage capacity indicated by the U.S. Army Corps of Engineers in its 1967 and 1977 reports, pages 11 and 18, respectively. The deposit in Los Padres, according to the CH2M Hill assumptions, would be 442 acre feet. This is 182 acre feet more than that indicated by the change in storage capacity indicated by the corps. The basic data assumed by CH2M Hill in their downcutting speculation appears to be in conflict with the facts.

It is more likely that the accelerated downcutting is due to increased flow velocities caused by clearance of vegetation and collected debris from the main channel by the flood control district and individuals after the floods of 1955 and 1958, inhibition of normal rates of regrowth due to drawdown effects, and loss of the willows on the banks themselves due to drawdown effects in the region of Cal-Am wells.

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IF THE PEOPLE of Carmel Valley and their representatives in government do not observe the lessons of history, they will again be obliged to repeat them. If conditions are not attached to the four proposed Cal-Am well use permits, to protect the esthetic and habitat values of the riparian forest and the erosion-inhibiting values of willows on the banks, the environment near them will become as Dr. Zinke described the Scarlett to Schulte reach in 1971, "A panorama of desolution." The banks will be devegetated, eroding and costly to repair.

With all experts agreeing that well drawdown will cause destruction of trees and willows, the county must insist that this effect be mitigated.

(Editor's note: Lee was a member of the now-defunct Zone II Water Advisory Board. One Carmel Valley developer once said of Lee, "Sometimes I think he has a proprietary interest in our water.")

Opinion

Valley landowner disagrees with study; drought was not entire cause of erosion

By JOHN G. DARCH

WHO OR WHAT is the CH2M Hill Co.? Who hired them? Who paid them? Why?

If the article in your newspaper (Aug. 10) is accurate, I find it unbelievable that these so-called experts could come to such stupid conclusions regarding erosion along Carmel River.

The U.S. Army Corps of Engineers knows, the U.S. Soil Conservation Service knows, anyone with a pea for a brain knows that vegetation along a riverbank helps protect that bank from erosion. So what does this CH2M Hill bunch of experts have to say on the matter? "Vegetation, especially trees, is ineffective as a method of controlling (erosion)."

If CH2M Hill Co. is correct, then the Soil Conservation Service is about to throw $1 million right down the drain. To quote from another article in the same issue regarding the work to prevent erosion that is supposed to start soon: "...other small projects will require only planting of vegetation to anchor the bank. 'Our philosophy is to go back to what was there before, and that is generally vegetation,' Clay (of the Soil Conservation Service) said. Rock is used only to give plants a foothold to grow..." So much for the ineffectiveness of vegetation.

Another point of their fantastic report: "Drought conditions—not wells operated by California-American Water Co.—did the most damage to trees and brush along the Carmel River last year." Last year? Hell, we're not talking about last year, but all the years since Cal-Am's wells have been sucking the water table dry. Most of the trees died years ago. There was no drought to blame then! Ask the people who live and work along the river in close proximity to those huge wells, not the CH2M Hill Co. of San Francisco.

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I HAVE LIVED on the banks of the Carmel River for 14 years and I operate a business on the banks of Carmel River. I see the river day in and day out. Whenever the river is a trickle flow and Cal-Am turns on its wells, the flow stops; turn the wells off and the flow starts again. During dryer years, my wells have gone dry when Cal-Am runs its wells that are near mine; mine start pumping again when they turn theirs off. Don't let the "experts" kid you that this isn't cause-and-effect of those commercial wells sucking the water table dry. And when they suck it dry over long periods, as they do almost every summer, the trees die. It's as simple as that.

I quote again from your article: "On a long-term basis, erosion is caused by the river cutting deeper into its own bed, the study concluded. This is caused because sediment which would otherwise build up by sand and gravelstudy concluded. This is caused because sediment which would otherwise build up the streambed is trapped behind San Clemente Dam or removed from the river by sand and gravel extractions...The study suggests that extractions from the river be limited..."

Now just a darn minute. If I was of a suspicious nature, I might conclude that this entire CH2M Hill Co. report is a vitriolic swipe at me personally resulting from my letters to you and the *Monterey Peninsula Herald* several months ago regarding the hardly coincidental fact that the most serious erosion last winter occurred in areas proximate to Cal-Am's wells. Was this CH2M Hill study by any chance commissioned by Cal-Am? If it was, it would certainly answer a lot of questions. For you see, I am the only one operating a sand and gravel business on Carmel River!

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THAT POINT being made, let's analyze these amazing conclusions. If sand and gravel extractions caused a general lowering of a streambed, it could happen upstream only from those extractions, not downstream. Downstream from any extractions, the riverbed itself is like the top of a dam below which the stream is restricted from further cutting. If San Clemente Dam filled with sediments, could the stream cut them lower than the top of the dam? No. Another fact we will have to forgive our San Francisco experts for not knowing is that short distances both upstream and downstream from the sand and gravel operation are impermeable juttings of solid rock below which the stream cannot cut. Consider, too, that in any year we never extract more than 10,000 cubic yards. Spread out over a river 12 miles long and 50 feet wide, this would equate to a mere fraction of a fraction of an inch!

Now these being the facts, how do we explain the tremendous and most damaging of the eroding of the riverbanks that occurred far downstream from the gravel business? Well, for one thing, Cal-Am has one of its biggest wells there. I know. I live on Schulte Road and damn near lost my house last winter from erosion.

The Hill report never ceases to fascinate. The uselessness of vegetation to prevent erosion has been taken care of by our experts. If, for purely esthetic purposes you understand, we want to re-establish vegetation, a $100,000 sprinkler system to keep it alive, paid for by Cal-Am, is not the answer. No! Our experts recommend drilling wells (more wells, yet!) that would discharge directly into the river to keep that useless vegetation growing. Friends, this sounds a lot like trying to fill a sink with the drain plug pulled out. If the river ain't flowing, that water from underground is going to gurgle right back underground.

So much for the "experts."

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NOW TO THOSE four more wells the water company wants to drill to suck our water table even lower. Before handing out permits, county officials would be well advised to put their legal staff to work to find out if Cal-Am has a legal right at all to extract and transport underground water out of Carmel Valley for commercial sale. There is a serious legal question. And some of us are going to be looking into that. If they don't have that right, by issuing permits for non-legal wells, the county just might be held accountable for damages caused by those wells. Should it be determined that Cal-Am does indeed have the legal right to suck our water table dry for commercial profit, they still could be held liable for damages to property resulting therefrom. Again, if Monterey County issues permits for those wells, Monterey County could, it seems to me, be named as a party for damages in any legal action.

Even if Cal-Am owns the rights to the surface water of Carmel River—the deed to my property doesn't say they own those rights—it is inconceivable to me that the turn-of-the-century owners of Carmel Valley were stupid enough to sell both surface and underground water for "$5 and other valuable consideration" unless that other valuable consideration included guarantees of perpetual access to a ready supply of water without having to buy it; certainly not when it was free to them for the taking to start with.

(Editor's note: Darch lives in Carmel Valley. His article was submitted as a letter to the editor.)

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Valley Property Owners will hire coordinator

The Carmel Valley Property Owners Association board of directors has agreed to hire a part-time employee to coordinate volunteer activities and make the group a more effective lobbying force.

The directors are negotiating now with a candidate for the coordinator post and expect to hire her beginning Oct. 1.

They agreed last Wednesday to hire the coordinator on a three-month trial basis and will re-evaluate the worth of the position at that time.

She would be paid $500 per month for 100 hours of work.

President Doug Despard suggested the possibility at the board's July meeting because of the increasing amount of time it takes to organize volunteer activities. This includes having individuals attend board of supervisors and planning commission meetings and doing background studies so the board can take positions on land developments or other issues.

Despard said the demands of the job are too great for a volunteer president to handle alone. He felt a paid coordinator could make the CVPOA more effective and more responsive to its members.

The organization has been stepping up its efforts to speak out for landowners in the Valley on growth and other local issues. It has developed a telephone tree to contact members quickly on vital issues, and is in the process of designing identification tags to use when the membership turns out in force at a meeting to make its opinion felt.

CVPOA membership topped the 1,000 mark this month, rising to a total of 1,008 paid members.

The organization will hold its next quarterly meeting in late September, with Supervisor Michal Moore tentatively planned as the guest speaker.

Carmel school trustees hold interviews, confer

The Carmel Unified School District board of trustees had two meetings this week to interview assistant superintendent candidates and to discuss long-range priorities.

The board met yesterday at 1 p.m. to interview finalists for the post of assistant superintendent for personnel and instruction.

The post was vacated in June when Robert Whitehead resigned for family reasons to take a job as superintendent of a Washington school district.

Trustees advertised the vacancy but then imposed a hiring freeze in the wake of Proposition 13. They agreed earlier this month to fill the vacancy.

The board members drew the list of finalists from applications submitted in June. They interviewed the candidates in a closed-door session.

The board is meeting all day today with administrative staff members for discussions suggested by new Superintendent Dr. Carl Wilsey.

Topics to be discussed in the meeting at Captain Cooper School in Big Sur include goals for the coming year, board and administrator roles and expectations, administrator competencies and school-community relations.

No board action is planned at the meeting. Members of the public may attend, but discussions will be limited to the board and administrative staff members.

'The Tingler' slated at Youth Center

The Carmel Valley Youth Center will present the horror thriller "The Tingler" starring Vincent Price on Monday as the feature of the "Approximately 8:15 Movie."

"The Tingler" is produced by the man who made "House on Haunted Hill," a classic terror tale.

Along with "The Tingler," the bill will feature "Rod Flash," a takeoff on the Flash Gordon adventures, and a Betty Boop cartoon, "Betty Boop's Museum," which features dancing skeletons and hot jazz.

Admission is $1.50 for 18 and older, and $1 for children under 18. The films will screen at "approximately 8:15 p.m." at the youth center, Ford and Carmel Valley roads.

The center snack bar will be open during the movies.

Cal-Am asks permission to drill four new wells

California-American Water Co. will ask permission next week to drill four new high-volume wells in Lower Carmel Valley. A use permit hearing on the wells is scheduled before the Monterey County Planning Commission at 2:15 p.m. next Wednesday.

The permit applications were delayed until Aug. 30 pending release of the CH2-M Hill study of dying vegetation and erosion along the Carmel River. The study said Cal-Am wells have had only a minor impact on either problem.

Most vegetation was killed by the drought, the study reported, while erosion is an ongoing problem that can only be solved through engineering: installing jetties and other earthworks in and along the river to protect the banks.

Cal-Am wants to drill one well west of Carmel Valley Golf and Country Club, one on the east side of Rancho Canada Golf Course and two west of Cypress Lane. The company expects to produce an additional 5,000 acre-feet of water a year from the wells.

Cal-Am would have to construct an additional iron removal plant to remove microscopic metal deposits from the water if it is given permission for the wells. Well water in the Lower Valley contains a high concentration of iron.

Valley man injured in one-car accident

A 20-year-old Carmel Valley man was injured early Saturday when he fell asleep at the wheel and his car drifted off Rio Road east of the Carmel Mission.

According to the California Highway Patrol, Michael Terry Martin, of 25347 Carmel Knolls, was driving eastbound at 2 a.m. when he apparently fell asleep. His car left the roadway just west of Oliver Road.

The car came to rest after running into a clump of trees and the embankment along the road.

No other vehicles were involved.

Troupe gets a van

THE CARMEL-BASED Children's Experimental Theatre has been loaned a 12-passenger van for its travels in Monterey County. For the last 13 years, the troupe has staged plays at both public and private schools in the county and played to as many as 18,000 spectators. The van was donated by Erwin Ford Co. of Salinas. Pictured (left to right) are Andy Philpot, a student and knight in the upcoming performance of "Dragons Bleed"; Marcia Gambrell Hovick, the theater group director; Loel Shuler, the associate director and costume designer; and Diane Wilsdon, a student and teaching assistant.

$1.2 million County budget

Carmel Valley Library will restore regular hours

The Carmel Valley Library will be open 40 hours a week again by Labor Day, according to County Librarian Barbara Wynn.

The Monterey County Board of Supervisors gave tentative approval to a $1.2 million library system budget last week. This represents a 26 per cent cut from library expenditures last year.

According to Mrs. Wynn, the additional funds will be enough to restore regular hours to the Carmel Valley branch. A full-time librarian and 15-hour per week assistant also will be hired back, she said.

Before Proposition 13, the branch had one full-time and two part-time employees.

Mrs. Wynn said volunteers in the Valley may form an organization to support the branch with contributions and volunteer help.

She was uncertain about the fate of evening story hours and other special programs at the library.

"We will try to restore whatever we can and provide good service," she said. "We've still taken a big (budget) cut."

As far as long-term financial help for the whole library system, Mrs. Wynn said the "solution may have to be from the legislature."

She said there is a "lot of activity" toward putting California libraries on a new financial base now that property tax income has been reduced.

Two subdivisions before planners

Two Carmel Valley subdivisions come up for hearings before the Monterey County Planning Commission next Wednesday.

The county environmental staff will recommend that an environmental impact report be prepared on the 10-unit Rancho Bonita subdivision (formerly Rogclar Estates) just east of the Valley Hills Shopping Center. That hearing is set at 9:25 a.m.

The Vista Robles seven-unit subdivision comes before the commission at 2:30 p.m. for a land use hearing to decide if the proposal is suitable for the Robles del Rio area.

Rancho Bonita consists of 10 acres bordering the Carmel River on the south and adjacent to the proposed Valley Hills subdivision of 31 homes and 42 condominiums. Ten one-acre home sites are proposed for the subdivision.

The county planning staff wants the Rancho Bonita EIR integrated with the report for Valley Hills because of the cumulative impact of the two adjoining projects.

Developers of the project are Clarke E. Herbert, Roger Fulton, Harry R. Clark and Rogclar Associates, Inc. of Seaside. Landowners are Louise Crosby, Louise Fitzsimmons and Mr. and Mrs. August Warren.

Vista Robles, located off Calle de los Agrinemsors in Robles del Rio, was opposed by neighbors and the Carmel Valley Property Owners Association because of possible impacts on traffic and from septic tanks.

The land use hearing will address the overall suitability of allowing the development in the area.

Both hearings will take place Aug. 30 in the board of supervisors' chambers, Church and Alisal, Salinas.

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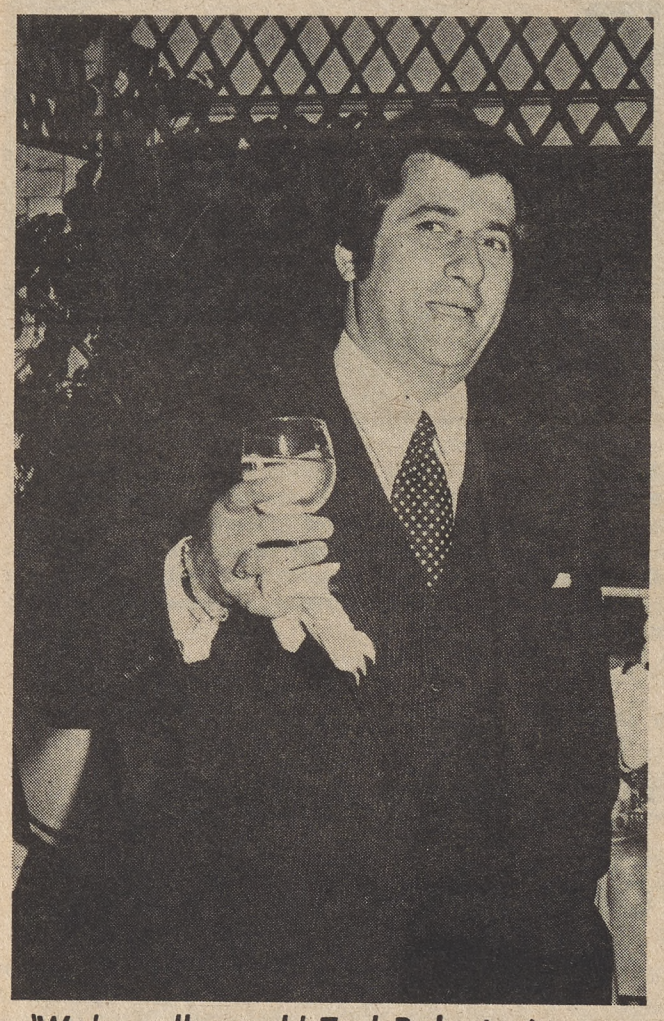
'58 class sentimental

1958

IT WAS the year the Padre varsity football team went 8-0 and won a divisional trophy . . . "Moonglow" was the theme of the junior and senior prom . . . Roger Fremier and Douglas McAulay were student body presidents.



'We've all aged,' Ted Balesteri says.

Ted Balestreri: 'Always late'

THE OWNER of four Peninsula restaurants and a good chunk of Cannery Row in Monterey arrived slightly late at Saturday night's reunion.

But Ted Balestreri, 38, the restaurateur, has always arrived late, his classmates said. He didn't arrive at Carmel High School until his senior year. That is when he moved here from Brooklyn, N.Y.

He is not surprised by his restaurant success. The restaurant business has always been in his blood. "When I arrived here, I worked as a busboy at the Highlands Inn and later was a dishwasher at Asilomar. The occupation soon became a way of life, rather than just a means for an end," he said.

'Always late.'

Today he is a part-owner of the Sardine Factory, China Row, the Butcher Shop and the Rogue. He also owns the San Simeon in San Simeon.

Balestreri played centerfield on the school's championship baseball team.

What was Carmel High School like 20 years ago? "We were just like the 'Fonz' back then. I mean, our class really was *Happy Days*," he said.

Carmel even had its own malt shop back then. Conrad's Creamery, now Dick Bruhn's clothing store, was the local hangout. The spot for hamburgers, however, was Kelsey's Rinky Dink, now an empty lot adjacent to the McFarland Center.

Jim Kelsey, the owner, waited at the end of the graduation line for the money the students owed him, Balestreri joked.

"Kelsey started the original school lunch program," he quipped.

Balestreri now lives in Pebble Beach with his wife, Velma, and their two sons, Teddy and Vincent.

"Sure we all have aged a lot," he said, "but I think age has worked on our side."

By BRUCE HOROVITZ

SOME broke into tears when the band played the sentimental ballad *The Way We Were*. Most of them did the Twist, a dance Chubby Checker made famous three years after they graduated from high school. All of them seemed delighted to see one another again.

It was Saturday night, the mid-way point in the weekend reunion of the Carmel High School Class of 1958. The evening dinner and dance at La Playa Hotel followed an informal get-together in the afternoon at the Carmel Youth Center. On Sunday, the classmates went down to Carmel Beach and enjoyed a farewell picnic.

Most of the classmates brought their spouses and children along. They came to Carmel from points in California, Oregon, Washington, Wyoming, Arizona, New Mexico, Nevada, Washington, D.C., Idaho, North Carolina, Michigan, New York, South Dakota, Florida and Connecticut.

Four of the classmates live outside the United States and did not attend. A total of 54 of the original 84 who graduated made the trip.

Traveling the farthest was Judith Van Loben Sells, an artist in Middlebury, Conn.

•

FOURTEEN of the classmates still live in the Carmel area. They are

14 grads live locally

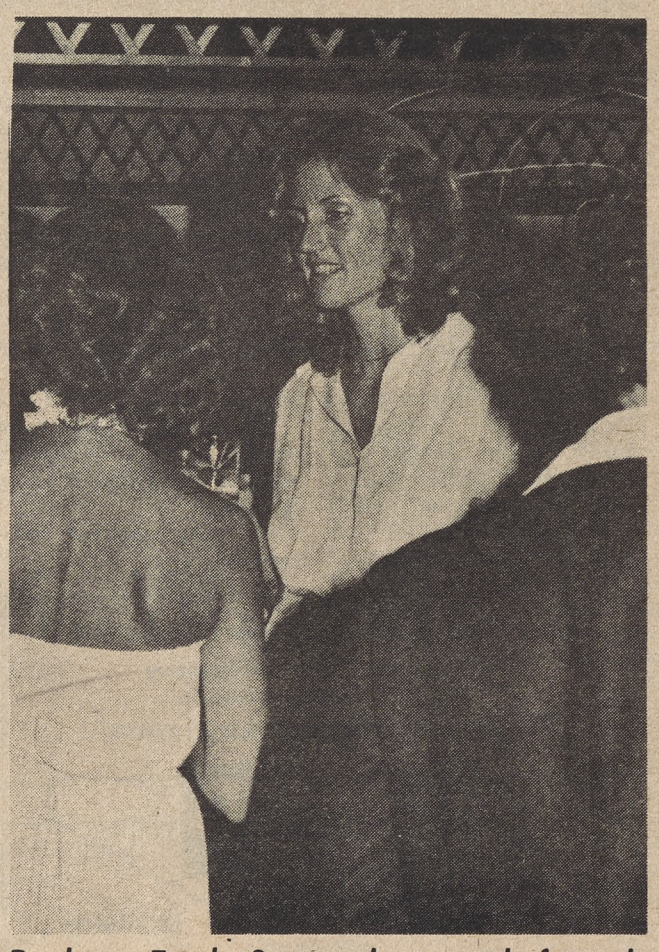
Diane Dodd Bohlman, Sandra Shoemaker, Pat Harney Jr., Ron Leidig, Lacy Faia, Peter Phillips, William Doolittle, Gay Hickey, Betty Colletto, Roger Fremier and Jerry Byrne.

Organizational work for the reunion began more than a year ago. But telephone calls and letters reached a near frantic state the closer it got to the big weekend, according to its planners. They were Mrs. Shoemaker, a homemaker and adult school teacher; Doolittle, an investment counselor, and Gray, a physical education teacher.

Saturday afternoon the former classmates gathered at their old hangout, the Carmel Youth Center. The center opened in 1950. The classmates took a nostalgic look at the center and the rows of photographs hanging on its walls.

The couples then hurried back to their hotels and homes and spruced up for Saturday evening's dinner and dance at La Playa.

William Doolittle



Barbara Engle Snow chats with friends

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A SPECIAL guest at the party was Barbara "Babs" Balzer, affectionately referred to by the party-goers as their "den mother" at the youth center 20 years ago. Miss Balzer, then 24, was supervisor at the

Organizer Sandra Shoemaker

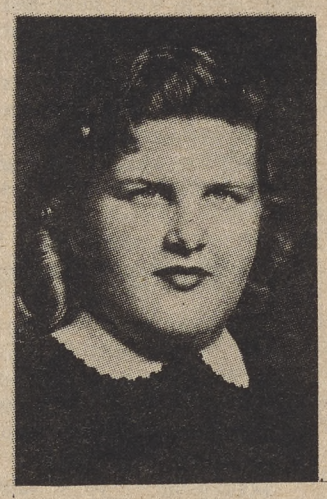
Sandy Shoemaker organized it

"WOULDN'T IT be nice," Sandra Ammerman Shoemaker thought out loud more than a year ago, "if we could all get back together again?"

The "we" was her Carmel High School class of 1958.

She teamed up with former classmates William Doolittle and Andy Gray and spent 12 months planning Saturday's party.

"My phone bill alone last month came to over $150," she confided. She had the responsibility of trying to locate the graduating class of 84 students.



Back in '58

"It seems we talked about having the party for months, but nothing got done. Finally, I took the bull by the horn and got started," she said.

Mrs. Shoemaker, 37, is a homemaker and a language teacher at the Carmel Adult School. She lives with her husband, John, in Carmel.

At the last moment Saturday evening, she decided not to hand out the name tags printed up for the party. "We were getting along too well without them. Besides, guessing the names is half the fun," she said.

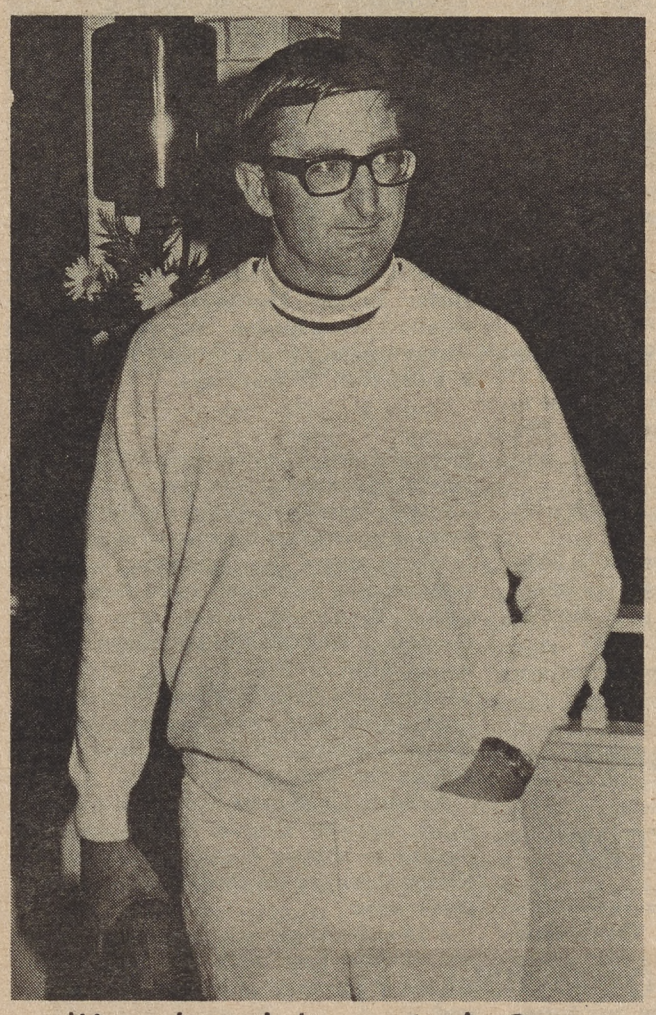
Born and raised here, Mrs. Shoemaker said she saw former classmates Saturday evening "who I hadn't seen since the night I was graduated."

Even before Saturday's party ended, the group already was planning its 30-year reunion, she said.

...tal about the old days

center.

"Babs made the Youth Center our home away from home," commented one student. Miss Balzer, who managed Studio Arts Supply for 22 years, will be moving to Missoula, Mont., next week. "Sort of like moving to what Carmel used to be," she explained.



'More beards,' says Andy Gray.

Andy Gray: He took the penny

THE STAR fullback of Carmel High School's 1958 championship football team never suffered an injury. "That is because my head was hard as a mallet," joked Andy Gray.

His classmates called him "Mallethead."

Today the 38-year-old father of two hasn't given up the sport. He is a football coach at Seaside High School. He also teaches physical education there and coaches the varsity golf team.

The son of one of Gray's classmates recently enrolled in his physical education class. "That really makes you feel the years," he commented.

Star fullback

Besides a hard-headed football player, Gray also earned a reputation as a penny-pincher. "While accepting an award at a drama awards assembly, someone tossed a penny in front of me," he said.

He made the mistake of picking it up.

"When I bent down to get it, everyone started tossing them at me," he recalled.

He took his football career to Humboldt State College where he studied physical education. He lives in Pebble Beach with his wife, Jean, and their children, Jeffrey and Mary.

The classmates really haven't changed much, he said, "except for lots of beards and hair on the men."

The Contempos, a band from Monterey, turned the clock back 20 years when they played Bill Haley's *Rock Around the Clock*, a teen anthem in the '50s. The dance floor filled with twisters. "I haven't used these muscles in 20 years," complained one dancer.

At 2 a.m. tears wet a few cheeks when the band ended the dance with *The Way We Were*.

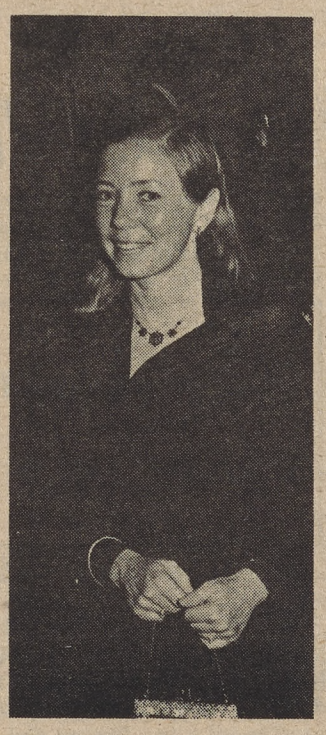
Tears fell at 2 a.m.

"I think the present image of the '50s is what we'd like to have in our memories," commented Robert Goldwater, 38, a nephew of U.S. Sen. Barry Goldwater. He owns a private club in Phoenix, Ariz., that caters to sports personalities and season ticket holders at the coliseum in Phoenix.

Goldwater, who lettered in four varsity sports at Carmel High School, said he is even more conservative than his Republican uncle. "My politics are to the right of Attila the Hun," he joked.

Another high school athletic star, Ron Leidig, 38, recalled the school record he set in the high jump. That record no longer stands. He is an engineer with the Carmel Volunteer Fire Department. Along with his wife, Patty, Leidig is building a house at Carmel Point on property formerly owned by the Robinson Jeffers family.

Joan Snow Engle, a graphic designer living in San Francisco, said she did learn one thing at Carmel High School. "It taught me how to type," she said. She designed the cover of *El Padre*, the school yearbook, the year of graduation.



Renee Bronson

Robert Goldwater

Ron Leidig

Here are the occupations of some of the graduates: Michael Raggett, a nuclear submarine commander in San Diego; Ned Luker, a hang glider and hot air balloon manufacturer in South Africa; Frank Treat, a motion picture and television producer now working the crew on *Star Wars II;* Jay Wyncoot, an architect in Nevada; Betty Colletto, owner of the Homestead Inn in Carmel; Jerry Burns, owner of British Motors in Monterey; Ethel Walls Haff, a nurse; and Roger Fremier, a photography professor at Monterey Peninsula College.

The graduating class of 1959 already is planning its 20-year reunion bash for next year. Heading the organization is County Supervisor Sam Farr, one of its graduates. "It will be the best one yet," he promised.

'Life was simple,' says Lacy Faia

Lacy Faia: The homecoming queen

SHE IS NO less the homecoming queen she was 20 years ago.

Lacy Williams Faia, 37, now the mother of three teen-age girls, said Saturday night's reunion rolled back all of those years.

"You'd think you would have forgotten all the emotions after 20 years. Then suddenly, in one night, it all comes back together," she said.

She belonged to virtually every club at the high school—French Club, Leaders Club, Girls' League vice president, the California Scholarship Federation, the Rally Club, the Girls Athletic Association, Ski Club, El Padre yearbook staff and, of course, the cheerleaders.

Her 16-year-old daughter is entering her junior year at Carmel High School. "I wish life was as simple for her as it was for us," said Mrs. Faia.

'Most popular'

Hollywood has accurately portrayed what high school was like in the 1950s, she said. "It really was like what they show in *Grease*. There simply was no concern with the heavyweight problems of the world," said Mrs. Faia.

The naivete was healthy. "You've got too many years after high school to worry about all the other problems," she said.

She married her high school sweetheart, Jack Faia, a dentist, and they live in Carmel. That was after three years of studying art at Oregon State University. She left before graduating.

Her classmates agree that Mrs. Faia was surely the most popular girl in her class. Her husband was graduated just one year ahead of her.

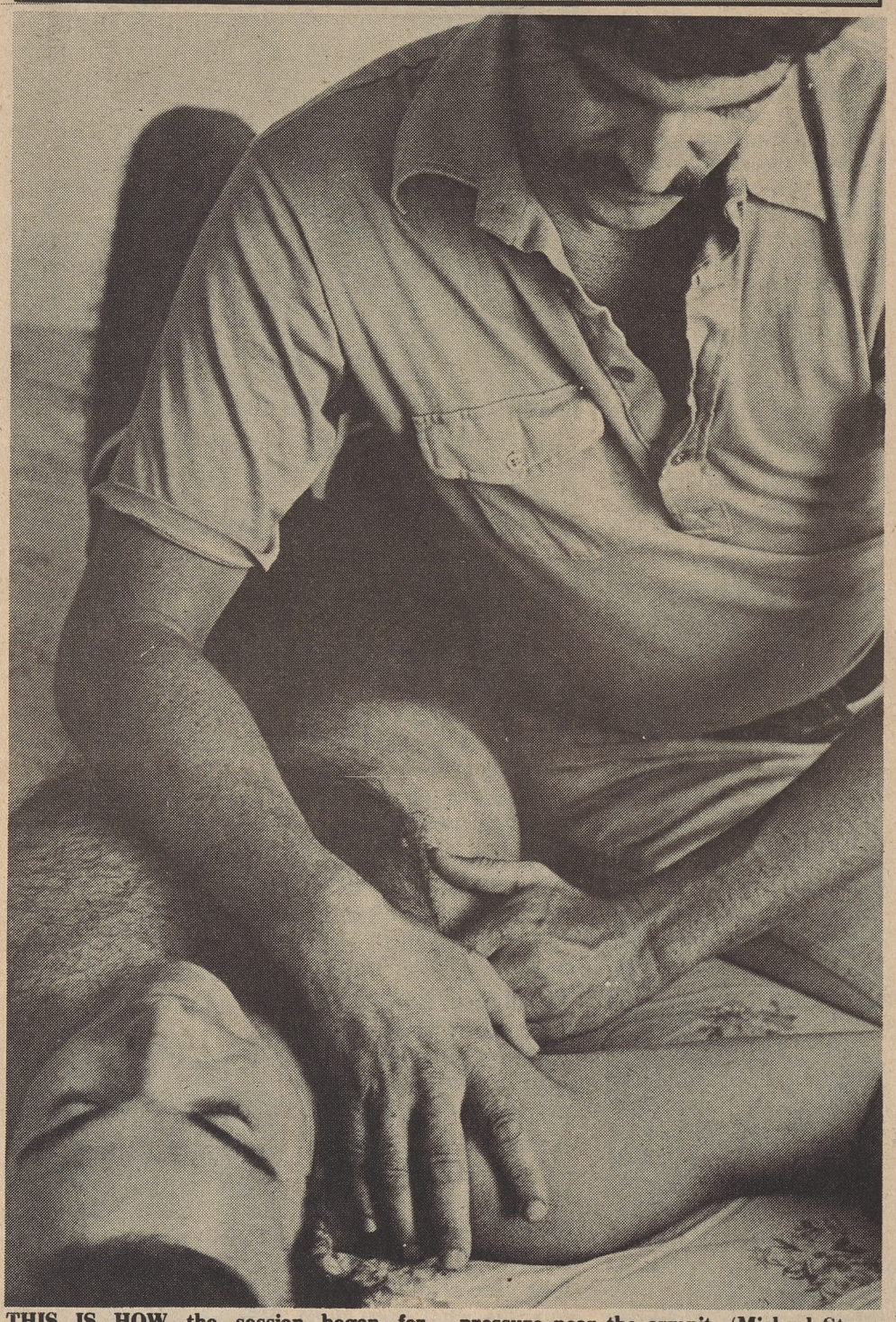
Quipped one classmate as a middle-aged man greeted Mrs. Faia with a hug and kiss Saturday evening, "Heck, that guy didn't even go to Carmel High."

Speaking of kisses, Mrs. Faia recalled the one she liked least—some 20 years ago.

"When they crowned me homecoming queen, I had to kiss the captain of the football squad. I don't know how to say this, but the guy was a terrible kisser."

Rolfing

Getting straight means getting roughed up in this massage parlor



THIS IS HOW the session began for reporter Bruce Horovitz. Jason Mixter relieves cramped muscles by applying pressure near the armpit. (Michael Stang photos)

By BRUCE HOROVITZ

TEN. YEARS ago, surgeons in Boston told Jason Mixter he probably would slip a disc before he was 30.

"But when it happens, we'll fix you up," one of them told him.

The Harvard University graduate, now 33, didn't want to wait around for that. He'd heard about the Esalen Institute in Big Sur where unorthodox healing methods were practiced.

There he would be "'Rolfed." Rolfing is an intense body massage that loosens stiff muscles and is said to improve posture.

He entered the institute and worked as a dishwasher. He left as a veteran Rolfer. His disc hasn't slipped. Mixter credits Rolfing with improving his back condition.

The Carmel bachelor is the only certified Rolfer on the Monterey Peninsula. Mixter returned to Carmel last week after a three-month Rolfing workshop in Philadelphia with Dr. Ida P. Rolf, the woman who devised the therapy.

Mrs. Rolf, 83, began investigating correlations between body structure and mental attitudes more than 50 years ago. Born in New York, she received her doctorate in biochemistry from Columbia University in 1920.

•

THE PURPOSE of the therapy is to stack the body "segments" so that an imaginary straight line can be drawn through the ear, shoulder joint, knee and ankle.

Unlike massage, the goals are not just to improve circulation and relax the body. The Rolfer attempts to actually change and improve body structure.

"I'm a posture teacher, but I teach with my hands," explained Mixter.

The pressure a Rolfer applies to the body is intense. Every part of the body is suspect and every part eventually gets Rolfed. Chiropractors, Mixter said, only concentrate where pain is located. The therapy requires 10 one-hour sessions a few weeks apart. The fee is $500.

8 out of 10 stick with the therapy

"In Rolfing, we work with the 'guy wires' that hold the body's bones in place," Mixter said.

Unlike your ordinary back rub, the Rolf massage involves use of the fingers, hands, fists, feet and "an occasional elbow," according to Mixter.

When the press discovered Rolfing in the '60s, "it was like putting it on a megaphone," Mixter said. Unfortunately, some "static" in the megaphone misrepresented Rolfing, he remarked. The press exaggerated the body pain that goes along with it, he said.

"It's a releasing pain, like when your leg is asleep and it wakes up. The tissue is regaining aliveness," Mixter explained.

•

MRS. ROLF'S original premise was simple: the body is like plastic. The Rolfer finds areas out of alignment, applies pressure, and straightens them out, so to speak.

Mixter's premise is slightly more complex. We are still evolving; still learning how to be comfortable on two legs, he said. "It was a traumatic change for the spine to raise up on two legs from four," he said.

Mixter offers one guarantee: after 10 sessions, you will stand straighter.

One 36-year-old woman who couldn't conceive a child finally got pregnant two weeks after a Rolf session. "Her body wouldn't conceive because her narrow structure couldn't carry the child properly," Mixter claimed. Rolfing improved that posture, he said.

A man in his 30s was "somehow" relieved of 17 allergies after a Rolf session, according to Mixter. Asked to explain how, Mixter shrugged his shoulders and said, "I didn't know."

A 13-year-old girl with a spine curvature and chronic back pain "no longer complained of the pain" after a session, Mixter said.

•

MIXTER IS not a physician. He prescribes no medicines nor does he claim his work is a cure-all. "I do not treat symptoms. I promise only to improve posture and balance. If the symptoms clear, that's their hard luck," he quipped.

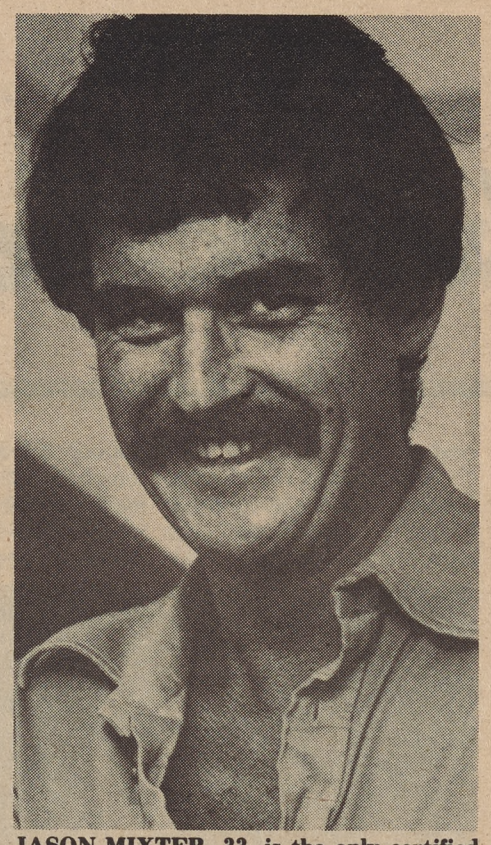
He has worked with children as young as six and adults over 70.

He is one of only 200 Rolfers who were trained and certified at the Rolf Institute in Boulder, Colo.

His Carmel office, above the Little Pizza Heaven restaurant on Dolores, opened eight months ago.

A full day for Mixter is Rolfing four or five clients. "It's a real emotional investment on my own part." After the initial session, about 80 per cent of the customers return for the remaining nine, he estimated.

Clients are requested to sign releases before treatment. These say that Rolfing is not a substitute for a medical diagnosis.



JASON MIXTER, 33, is the only certified Rolfer on the Monterey Peninsula. He received certification by studying the therapy under Dr. Ida P. Rolf, who devised it more than 50 years ago.

Reporter's personal account

'My heart pounded like Gene Krupa's snare drum'

He said he could make me normal.

That was all I had to hear. "Okay," I said. "Rolf me."

But Jason Mixter wasn't quite ready. He asked me to strip to my shorts. I did. He said he wanted to examine my posture. He did. "Let's have a go at it," he said. We did.

I climbed on the table and the Rolfing began. "If any of this hurts too much, please tell me," he said.

He started at the side of my rib cage. His large hands dug like shovels at my side. I gritted my teeth, then let out a yelp. He told me that he was not causing the pain. The pain actually was contracted muscles beginning to relax.

I didn't care what it was. It hurt.

"Is this what I can expect for the next hour?" I asked.

"Go with the pain," he advised. I think he was calling me a chicken in the parlance of Rolfers.

I counted each of my ribs as he pushed between them with his fingers.

He worked up to my chest. His hands surfaced for a minute and I breathed for the first time since he began. "I like the breaks the best," I told him. He laughed.

Because my body was in reasonably good shape, he told me he could do a little advanced Rolfing on me.

His fingers reached down below my rib cage and rubbed muscles I never knew were there. He couldn't have been more than an inch from my heart, which was pounding like Gene Krupa's snare drum.

I grunted some more. He released.

"I can't wait until this is over," I said.

My stomach was next. For a change of pace, and because the muscles down there were so tight, he went in with an elbow instead of his fingers. I started to look down. He told me not to.

My shoulders and legs presented no special problems. I was even getting used to it. Then he got to my thighs where he rubbed with a knuckle here and a fist there. I thought my hamstrings were going to explode in his face. It would serve him right.

'I gritted my teeth, then let out a yelp!'

My hip was next. He put some fairly strong pressure on my hip, but that didn't bother me. I flashed back to my childhood doctor. I remembered when Dr. Bloomfield used to take two fingers and strike me in the hip, chest and other places. I never knew why. But I remember his ear always was close to the spot he was tapping. Maybe he was listening for an echo.

The neck and lower back were last. I didn't like the neck part at all. I faked like I was choking once just to see if he'd let go. He did. The back was okay. By then, it even felt good.

"All right," he said. "Stand up." I stood. It wasn't hard, even after this rough treatment. Heck, I even felt good.

"Stand there," he told me. Then he took a Polaroid and compared it to the one he'd taken before the session began.

"Look at that," I told him. "I'm standing straighter."

"How do you feel?" he asked.

I did feel better. But maybe it was just the relief of the session ending. I knew I was standing straighter. At least, that's what the photograph showed.

— by Bruce Horovitz

'Unicorn' this weekend at Tantamount Theatre

Francois Puppet Actors and the Hidden Valley Music Seminars Concert Chorale will present Gian Carlo Menotti's *The Unicorn* for five performances Friday-Sunday, Aug. 25-27, at the Tantamount Theatre, Middle Canyon Road off Rancho Road, Carmel Valley.

Curtain is at 8:40 p.m. Friday, 2:30 and 8:40 p.m. Saturday and 2:30 and 8 p.m. Sunday. Evening performances will also include a screening of Jacques Tati's film *Mr. Hulot's Holiday*, a 1951 French film.

The Unicorn, the Gorgon and *the Manticore: Or the Three Sundays of a Poet* is a madrigal fable commissioned by the Elizabeth Sprague Cooling Foundation and first performed in 1956.

The story is of a strange man who lives in a castle and his influence on his townspeople when he spends his Sundays first with a unicorn, then a Gorgon and finally a manticore.

Tickets, at $10 for opening night, $5 for matinees and $8 for Saturday and Sunday evening performances, are available at Countrywide Crafts in The Barnyard, Highway 1 and Rio Road, Carmel; the How-To-Do-Anything Bookstore, Ocean and Monte Verde, Carmel; Lily Walker Records, 169 Fountain Ave., Pacific Grove; the Record Cove, 421 Alvarado, Monterey; or the Hidden Valley Music Seminars Office, Ford Road and Carmel Valley Road, Carmel Valley Village.

Valley Lions Club offers rummage gift certificate

The Carmel Valley Lions Club is offering a gift certificate for merchandise at the Philippine Shop on Cannery Row at the club's rummage sale Saturday at 9 a.m. in the Carmel Valley Community Youth Center on Ford Road.

Lots of clothing has been collected for this benefit and more donations will be welcome. Call Ralph Morrow, Lions president, at 659-2112.

Office design review scheduled

The first three-story office building in the Carmel Rancho Shopping Center comes up for design approval before the Monterey County Planning Commission next Wednesday at 5 p.m.

The Curtis-Laskin building is proposed for the west side of Carmel Rancho Boulevard in the new Carmel post office subdivision. It would stand 40½ feet high and have underground parking and an interior courtyard.

Zoning Administrator Robert Slimmon granted developers Herma Smith Curtis and Henry Laskin a use permit for the structure since the property is zoned for professional offices.

Design of the building—including its height—is up to the discretion of the planning commission.

The commissioners indicated informally on Aug. 9 that they would not approve a three-story building. The Lower Carmel Valley Advisory Committee, after meeting three times with the developers and whittling the building down four feet, approved the three-story design.

The hearing is set for Aug. 30 in the board of supervisors' chambers, Church and Alisal streets, Salinas.

Youth Center benefit dance

Three rock and country bands are scheduled to play Friday, Sept. 1 at a benefit dance for the Carmel Valley Youth Center.

The Wylie Band, Transport and W.D. and the All-Stars will perform. Tickets are $3 and will be sold at the door. Food and drink also will be on sale.

The dance will be at Hidden Valley Music Seminars in Carmel Valley. Hours are 6 p.m. to midnight.

Deadline looms for park board candidates

Friday at 5 p.m. is the deadline for candidates to file for the Monterey Peninsula Regional Park District board of directors.

The seat for Ward 5, representing Carmel, Carmel Valley, Pebble Beach and Big Sur is up for election on the Nov. 7 ballot.

Incumbent Jack Sigourney will seek re-election.

Candidates must take out nomination papers at either the county elections department in Salinas or the park district office in Garland Park on Carmel Valley Road.

Papers must be returned by 5 p.m. to the district office with the signatures of 50 registered voters living within the ward.

The four-year board term will begin Jan. 8, 1979.

More information is available by calling park district manager Gary Tate at 659-4488.

Donations sought for benefit

Donations of merchandise are being accepted now for the "Good as New Affair," a sale to be offered by the Friends of Hidden Valley at the MPVS Thrift Shop, 755 Broadway, Seaside. The sale will begin on Sept. 11, 10 a.m. to 3 p.m. and continue on Mondays through Fridays to Sept. 22.

All proceeds from the sale will be used to support the music programs at Hidden Valley Music Seminars. Articles such as small kitchen appliances, decorative items and clothing in good condition are needed for the sale.

For more information, phone 659-3115 or 624-3743.

Pollution monitor spending cancelled

An air pollution monitoring station planned for Carmel Valley will not be installed this fall, a victim of Proposition 13 budget cuts.

The board of directors of the Monterey Bay Unified Air Pollution Control District has voted to delete the $6,000 budgeted for the monitoring device from its 1978-79 funding package.

The station operated in the Mid-Valley Shopping Center until 1975, when it was removed. Strong lobbying by Earl Moser of the Carmel Valley Property Owners' Association got money for the station put in the district budget again this year.

"I don't see how it can happen now," said district executive director Harold Hillman on Monday.

The budget squeeze caused by Prop. 13 also cost the air pollution district an employee, one of the technicians who would inspect the monitoring stations.

"We're not going to give up," Hillman said. "Next budget time we'll try again."

He also said the district is shooting for some federal air pollution grants to beef up the budget. But, he added, the chances of getting some money for the three-county agency are "wishy-washy."

County Fair continues through Sun.

Thousands of exhibits, free entertainment ranging from gymnasts to rock bands, whirling carnival rides and an international array of food are all offered at the Monterey County Fair, which continues through Sunday, Aug. 27, at the fairgrounds in Monterey.

Gay Nineties is the theme of this year's fair and fairgoers are urged to dress in appropriate old-time costumes. Mystery judges will go through the crowds several times each day to award prizes for the best Gay Nineties costume.

The fairgrounds are at Fairgrounds and Garden Roads, Monterey (take the Casa Verde exit from Highway 1). Admission is $2 for adults and $1.50 for children 12 and under. Hours are 10 a.m.-11 p.m. daily, except Saturday, when the fair is open until midnight.

Hypnotist Ginnger Corte will be the featured entertainer on the outdoor stage, with shows scheduled at 2 and 8 p.m. Thursday-Saturday and 2 p.m. Sunday. Other shows, scheduled from noon each day, will feature judo experts, gymnasts, folk singers, mimes, dancers, rock groups, belly dancers and others.

Livestock judging begins at 9 a.m. Thursday and Friday and the annual junior livestock auction begins at 10 a.m. Saturday.

GRAND CHAMPION: Laura Wilson of Carmel Valley is pictured here with the 1977 Grand Champion Steer at the Monterey County Fair. This year's junior livestock auction is scheduled at 10 a.m. Saturday, Aug. 26, at the Fairgrounds, Fairgrounds and Garden Roads, Monterey.

Supervisor Farr seeks new appointee

Supervisor Sam Farr of Carmel said Monday he is "open to suggestions" for a planning commission appointment to replace Paul Patchick of Pacific Grove.

Patchick resigned last month to participate in a geological survey in Texas of potential storage sites for nuclear waste.

The Monterey County Board of Supervisors decided during budget sessions last week to keep a nine-member planning commission. The budget they reviewed allowed for only five commissioners. In that case, Farr would not have needed to make an appointment.

William Peters of Carmel Valley is the only member of the commission now representing the Fifth Supervisorial District.

Farr said he has "no time limit" for appointing a successor to Patchick.

Women's Club hosts membership tea

The executive board of the Carmel Valley Women's Club will host a membership tea on Wednesday, Sept. 6 at 2 p.m. in the Middle Canyon home of Mrs. George Toole.

All women, especially those new to the Valley, are invited to make reservations by calling Mrs. Toole, at 659-3586.

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TICKETS: Adults $3.50 • Students and Enlisted Military $2.50 -- at Bartlett Music, Dolores near 5th, Carmel; Lily Walker Records and Music, 169 Fountain Ave., Pacific Grove; or by mail: P.O. Box 1500, Carmel, CA. 93921.
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200,000 U.S. schoolchildren learn it their way

Behavioral Sciences Institute founder wants to expand its scope now beyond teaching kits

By KEN PETERSON

IN THE HILLS above Carmel Highlands, researchers are looking for—and finding—ways to improve the learning process.

The Behavioral Sciences Institute, founded by Dr. Gene England of Carmel 14 years ago, today is supplying teaching programs to more than 200,000 students in 42 states.

The institute also has been hired to establish public education systems in the Dominican Republic and Nigeria.

It is versatile enough to operate a halfway house for teen-age girls in Carmel Valley and a variety of community service programs in Monterey County and four other regions in the state.

England, 44, founded the center after six years of frustration at two major universities where he tried to make education courses more practical for aspiring teachers.

Since then, the highly structured teaching methods and materials the institute produces have led to dramatic improvements among students, he said.

•

ENGLAND CITED one junior high school where the methods were used with a group of poor blacks, many of whom had become delinquents.

After two months of 30-minute daily sessions, all of the students increased their

"We're trying to individualize instruction in the schools and get better results for less dollars," England said. "Proposition 13 brought it to a head: we've got to get the most out of our social service systems."

opportunities to respond, and the responses have to be correct if you want to keep him trying," he said. "If he gets too many wrong answers, he'll decide 'I don't like this game' and will quit playing.

"We build all this into the programs."

"For a student to learn, he has to be paying attention, he has to have lots of reading and mathematical skills by nearly four grade levels.

The program can achieve similar results with gifted students or the mentally retarded, England said. And it is structured enough so that sixth grade students car teach it to younger pupils.

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WHAT HAS evolved and come to be known as the "Monterey Program" is a series of short, individual lesson plans that are liberal with positive reinforcement for the students.

The tests are tailored to the abilities of individual students, so slow learners are encouraged and rewarded and brighter students are not bored.

The program is administered in a very small group or on a one-to-one basis during regular classroom hours.

Students will make 150 responses in seven minutes, England said, rather than the handful they normally make during a routine school day.

He said the difference is like skiing two or three times a year or doing it daily for the entire ski season.

Not only are there a lot of answers, but the program is adjusted so slower students answer at least 92 per cent of all questions correctly. England said this gives them the confidence to continue and progress through the lessons.

Brighter students get no more than 92 per cent right on their tests, he added, so they are continually challenged.

Because aides or pupils can run the programs, some teachers feel threatened by the institute's approach.

But England said the programs should be viewed as a supplement to classroom instruction. Normally, he said, pupils will advance a grade level in mathematics or reading after 12 half-hour individual sessions.

"So, at the end of 24 classroom days, the students are one grade level up. This leaves the rest of the year for other things. There's more time to deal with the emotional and physical development of the child, more time with parents.

By getting the mechanical things out of the way, the teacher becomes more of a problem solver, a counselor to the child," England said.

This is what he hoped to create when he left the University of Arizona and later, Stanford University.

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HIS OWN SEED money and a grant from the Ethel Clark Foundation in Pebble Beach attracted federal funding in 1964.

The name of the institute has changed over the years to reflect its growth. First it dealt exclusively with learning disabilities and was called the Speech and Hearing Institute.

But it has branched out to include marital counseling and the study of behavior and learning deficiencies. The changes have come, England said, because its charter emphasizes serving community needs.

The halfway house in Carmel Valley, for example, cares for six girls, wards of the court, with behavior problems. But England sees these as learning problems.

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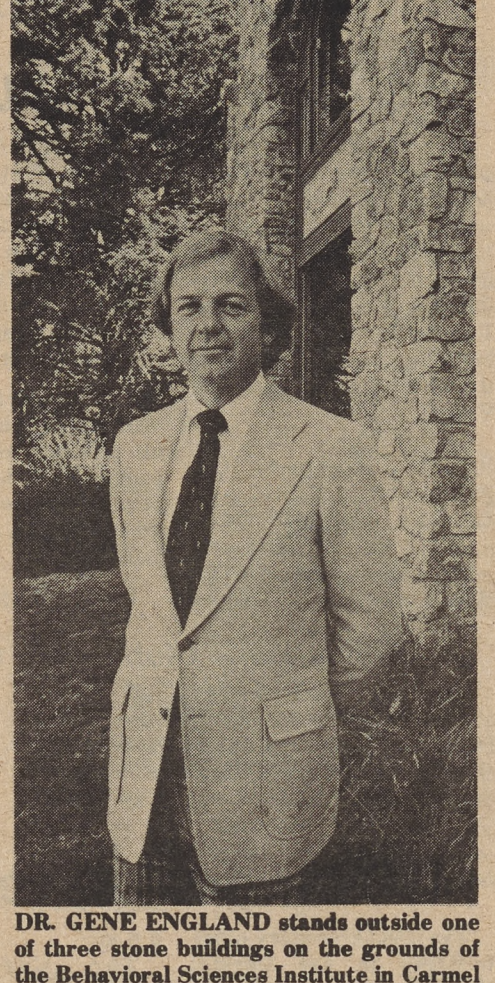
THE INSTITUTE has grown to employ 45 people. The staff includes an economist and a clinical psychologist among its members.

Now it is taking a new step: forming a local board of directors to guide the institute's foundation in new areas.

England said he hopes to conduct doctoral and post-doctoral seminars someday at the institute's 141-acre headquarters in Carmel Highlands. There are castle like stone buildings situated there on green swards between the ocean and the forest. He wants to establish a "think tank" there that would produce practical applications for unconventional ideas.



DR. GENE ENGLAND stands outside one of three stone buildings on the grounds of the Behavioral Sciences Institute in Carmel Highlands. The institute, founded by England 14 years ago, provides educational programs and other community services for more than 200,000 school children and adults around the nation. (Michael Stang photo)

THE CARMEL PINE CONE
CARMEL VALLEY OUTLOOK
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Residential-commercial garbage and rubbish disposal for Carmel Valley and Carmel and from Cachagua to Big Sur. Containers, debris boxes and compactors rented by the day, week or month. Over 50 years serving Carmel and suburban areas. 8th Ave. and San Carlos, Carmel. 624-4303

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Interior or exterior. Two workmen include carpentry and repair. Reasonable. References. 624-4210

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THE CARMEL PINE CONE
CARMEL VALLEY OUTLOOK
624-0162

Public Notice

NOTICE OF HEARING APPEAL FROM RANCHO CANADA DE LA SEGUNDA, INC. FROM THE DECISION OF THE PLANNING COMMISSION FINDING THE PROPOSED RANCHO CANADA MARRIOTT PROJECT INCONSISTENT WITH THE CARMEL VALLEY MASTER PLAN, LOCATED IN THE LOWER CARMEL VALLEY AREA, DISTRICT NO. 5

NOTICE IS HEREBY GIVEN that RANCHO CANADA DE LA SEGUNDA, INC. (Rancho Canada Marriott) has appealed to the Board of Supervisors from the decision of the Planning Commission finding the proposed Rancho Canada Marriott project inconsistent with the Carmel Valley Master Plan, on property located on Lots 12, 13 and 14, Canada de la Segunda Rancho, Assessor's Map 1, El Potrero de San Carlos Rancho, Lower Carmel Valley area, fronting on and southerly of Carmel Valley Road, D-5.

NOTICE IS FURTHER GIVEN that the hearing on said appeal has been fixed by the Board of Supervisors for Tuesday, October 3, 1978, at the hour of 2:00 p.m. in the Chambers of said Board in the Courthouse, Salinas, County of Monterey, State of California, at which time said Board will hear the evidence offered by any persons interested in said matter.

Dated: Aug. 15, 1978

ERNEST A. MAGGINI
Clerk of said
Board of Supervisors

Date of Publication:
Aug. 24, 1978

(CVO 856)

Classified advertising

Call 624-0162 to place a low-cost want ad today.

Wanted to Rent

DESPERATE: Lease, possible option, four- to eight-bedroom house, Carmel school district. Approximately $1,000 per month. (415) 524-4968. Or write Suite 210, 155 Montgomery St., San Francisco, 94104.

ONE OR TWO BEDROOM house south of Ocean proximity to beach. Permanent resident. Call 624-6476.

WANTED: ROOM WITH kitchen privileges or housesitting position. Excellent local references. Employed mature, responsible female. 373-2795.

WOMAN SEEKS housesitting, rental sharing, child care position. 659-2383 evenings, weekends.

RETIRED COUPLE looking for house sitting, winter months. Very reliable, respectable. Call collect 1-663-2283.

PINE CONE CLASSIFIEDS Get Results!

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Houses to rent
Roll-top desk
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For Rent

STUDIO APARTMENT near downtown for one adult. No dogs. Utilities included. $235 per month. First last, deposit and references. 1-427-3881, 624-8422.

CHARMING FOUR BEDROOM two-and-one-half bath home. South of Ocean; walk to town and beach. Sunny, spacious brick courtyard and redwood deck. Mostly furnished. $195,000 or $750 per month. Owner will finance. 624-3049.

Help Wanted

BUSPERSONS and dishwasher. Day and evening shifts. Fox Hill Restaurant, Carmel Valley Inn. 659-3427, 659-3131.

SALES CLERK, 12:30-5 p.m. Bookstore, 624-5129.

COLLATORS for Carmel Pine Cone. $5.50 per 1,000; assistants, $3.25 per hour. Students OK. Wednesday, 7 p.m.-midnight. Call Mike or Betty, 624-8272.

Situations Wanted

WRITER SEEKS quiet house for sitting job. Flexible, will work. Good references. Peter Sidebotham. (415) 843-4389, 848-5657 message.

RESPONSIBLE Pine Cone staff member desires housesitting situation. References. Cindy 624-0162.

MIDDLE-AGED NURSE, non-smoker, wants sleeping room, would exchange for housesitting. References. Gladys Ropp, General Delivery, Carmel. 659-4774 after 6 p.m.

Yard Sale

SATURDAY, August 26, 10-4, Sunday, August 27, 10-4, Mission between 12th and 13th. Great variety. Come see. 624-3386.

Business Opportunities

$500 FOR EACH 1,000 stuffing envelopes. Your home. Free postage and envelopes. Send self-addressed stamped envelope. Financial Freedom, Box 637A36, Freedom, California 95019.

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Business Broker
625-2654 659-2729

CARMEL'S DINNER Theater. Only live theater in Village [SOLD], all equi[SOLD]lent poten[SOLD] experienced person. Priced $90,000 with terms.

CARMEL LADIES Imported Sportswear. Long established and low rent. Excellent net profit. $50,000 plus inventory.

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LINCOLN-GREEN COTTAGES CARMEL
LIVING ROOM with fireplace, bedroom, full bath and kitchen. Near beach and tennis. Color TV, private phones and bicycles. 624-1880.

FURNISHED SHORT-TERM rentals, apartments and rooms, monthly or weekly. Cable TV and heated pool.
BLUE SKY LODGE
in sunny Carmel Valley
659-9980

SMALL IMMACULATE unfurnished two bedroom house close to shops, yet very quiet location. Lease $475 per month. First, last and cleaning. Burchell & Bayne, Agents, 624-6461.

HATTON FIELDS, tastefully furnished, three-bedroom, 2 and a half bath formal dining, gourmet kitchen, sunny patios. $675. 624-1331.

UNFURNISHED CARMEL two-bedroom home. Call 624-4038 after 5 or 624-3438.

Commercial for Lease

1100 SQUARE FEET for lease. Well located Carmel shopping court. Beautifully appointed. Ideal for art gallery or retail shop. 624-9541.

Commercial For Rent

OFFICE SPACE or retail space available in beautiful Carmel Valley. 659-4229, 659-4481.

Pets & Livestock

JUMPER PROSPECT: 16-hand grey registered Quarter horse mare. Bold goer; requires strong adult rider. Has competed 3-Day. Sound; excellent temperament, ground manners. Must sell. 659-2023 evenings and weekends.

DALMATIAN PUPS. Beautiful AKC champ line. $100-$175, Fresno. 1-209-435-2719.

DELIGHTFUL WHIPPET puppies for sale. 8 weeks old. 667-2443.

RABBITS: PUREBREDS, $7 each; 4-H rabbits, $7 each; mixed breeds, $4 each. 659-2479, Pete or Ali.

Wanted

COINS, STAMPS, MILITARY items, collectibles wanted. Blackburn and Blackburn, 625-2333.

OLDER GOLF CLUBS preferably 1950's. Also wood shaft clubs. 659-2026.

WANTED:
Old Slot Machine
or Jukebox
DENNIS FOX
372-0548
after 6 p.m.

Vacation Rentals

VACATION RENTALS, PROPERTY management. Ione Miller, San Carlos Agency, Box 4118, 624-2510 or 624-3846.

VACATION RENTALS, PROPERTY management. Barbara Wermuth—Carmel Realty Co., 624-6484.

VACATION RENTALS: Sleeps from one to four. Daily or weekly. Clean and reasonable. Please call 624-1608.

BEACH COTTAGE with swimming pool, half block to beach, excellent location. $300 per week. Available Aug. 15. Call 624-2232.

$125 WEEK!! Deluxe accommodations, king bed, light cooking, TV, stereo, quiet woodsy setting near beach. 372-5530.

Autos For Sale

HONDA, 350cc. Excellent, low miles, always maintained, never abused. $700 or offer. 625-1425.

1973 JAGUAR XJ12 Sedan: Sable, perfect condition in every respect. Faithfully serviced, one owner, 40,500 miles. $10,000. 624-6346.

Special Notices

THIS PAPER WILL NOT be responsible for any ad appearing incorrectly for more than one insertion. If your ad appears inaccurately, please notify us immediately.

RED CROSS Bloodmobile coming in two weeks! Sept. 7, 10-2:30. Crespi Hall, Carmel Mission. Rio Road and Lasuen Drive.

KIDS—SIGN UP NOW to sell the Carmel Pine Cone. It's a chance to earn extra money while having fun. Visit our new location (NE corner of San Carlos and Ocean, upstairs) to obtain your parental permission slip and you too can become an official Pine Cone salesperson. For those of you who have already signed up, come see us soon. We will be looking for you.

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APEX
RENT-A-CAR
NEW CARS - ALL SIZES
featuring
COMPACT CARS
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373-2432
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A QUARTERLY PUBLICATION

WITH THE WINTER ADVENT OF THIS PUBLICATION, THOSE WHO SHARE THE NATURAL MYSTIQUE OF THE CARMEL COAST, AND A COMMITMENT TO THE ART AND CRAFT OF WRITING, MAY ALSO SHARE A COMMON LITERARY HAVEN.

SUCH INDIVIDUALS ARE NOW INVITED TO MAKE INQUIRY, OR TO SEND POETRY, FICTION OR NON-FICTION.

SELF-ADDRESSED, STAMPED ENVELOPE, PLEASE.

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GARDENING: Experienced, reasonable, reliable. 624-6370.

HAULING, DELIVERIES, local moving, yard problems. DON'T WAIT. Call Speedy in Carmel, 624-4980.

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MR. FIX-IT repairs, painting, etc. Eighteen years in Carmel. No job too small. Ed Miller, 624-2930.

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WINDOW CLEANING by established professional, reasonable prices, free estimates. Jason Wheeldon, 624-1863.

HELGA at The Barnyard offers precision haircuts and blowdry; or haircut, shampoo and set for $10. Perms and body waves $30. 625-1075.

CUSTOM HEDGE TRIMMING and professional garden clean up. References, reasonable, reliable. Call evenings, 899-4032.

BACK TO SCHOOL special. 10 days only. Precision haircuts under 16 years. $8. Barnyard. 625-1075.

Misc. For Sale

Misc. For Sale

QUEEN MATTRESS: Duck down cushioned core. $400 new, will sell for $100. Call 624-4817 after 6 p.m.

GOLF CLUBS, woman's set, four woods, Ben Hogan; eight irons, MacGregor. 659-2026 between 5-8 p.m.

GOLF CLUBS, two nice sets, four woods and eight irons and bag. One set $75, one $60. 659-2026 between 5-8 p.m.

NEWSPRINT: Hundreds of uses for newsprint end rolls: drawing, sketching, shelf lining, packing, pattern-making, kindling—you name it! Clean, unused newsprint from 25 cents to $2.50. Carmel Valley Outlook, Mid-Valley Shopping Center, 624-0133.

COFFEE TABLE, mahogany, 50-inch diameter. White lamp, 38 inches. Four pair lined beige draperies, 84 x 84. One pair gold draperies. 373-7979.

IBM ELECTRIC typewriter. Outstanding condition. Have two. Best offer over $425.00. Cash only. 624-1680. After 6 p.m.

FOR SALE: Olivetti calculator, $48, typewriter, $29, big table for dining or conference, $45. 372-8672.

Time Tested Art ...an Investment

OWNER REGRETFULLY SELLING TWO EXQUISITE MEZZOTINTS FROM THE LATE 1700s

LARGE DELICATELY CARVED GUILT FRAMES WILL ENHANCE THE DECOR OF ANY FORMAL DINING OR DRAWING ROOM.

Valued by Gumps at $2,000 each.
Will sell pair for $3,000.

PLEASE CALL 624-8261, Ext. 453
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1 TIME	45¢ WORD
2 TIMES	55¢ WORD
3 TIMES	65¢ WORD
4 TIMES	70¢ WORD

Each additional week: 15¢ per word

Ads run in BOTH
THE CARMEL PINE CONE
and
CARMEL VALLEY OUTLOOK

624-0162

Deadlines: Monday 5 p.m.

Carmel schools offer milk and meals

Children from low-income families who attend schools in Carmel Unified School District can qualify for free milk and free or reduced-price meals.

Parents will receive applications in the mail for the program before school resumes in September. Additional copies are at principals' offices. Information provided by parents is confidential.

Families that do not meet the income criteria qualify if they have unusually high medical expenses, shelter costs exceeding 30 percent of their income, special education expenses due to the mental or physical condition of a child, and disaster or casualty losses.

In certain cases, foster children also are eligible for benefits. If a family has foster children and wishes to apply for meals and milk, the family should contact the school.

For a typical family of four these are the maximum incomes allowed:

- Free meals and milk—up to $676 a month of $8,110 per year.
- Reduced-price meals—income of $677 to $1,055 a month or $8,111 to $12,660 a year.

Preschool opens at Bay School

Afternoon preschool and extended day programs are being offered at Bay School for 3- to 7-year-old children. The programs begin at 12:30 p.m. each day and continue to 5:30 p.m. Bus service to Bay School will be available at River School for 5-, 6- and 7-year-olds. Parents must provide transportation home.

The cost is $1 per hour per child.

Call Hazel Braudrick, the program director, at 625-1635 for information.

Adult ed registration scheduled

Registration opens Sept. 11 for Carmel Unified School District adult school art classes, according to Dan Yurkovich, community services director.

The district will charge a tuition fee for all non-mandated classes this year. That step was authorized by district trustees to cope with reduced tax income under Proposition 13.

The district will charge $1 per hour for 18 hours of instruction during each six-week adult school term. The full amount is payable in advance upon registration.

A minimum of 15 students are needed to conduct a class session, according to Yurkovich. Classes will meet for an hour three times per week.

The district will offer five six-week adult school terms during the year.

Art instructors this year include Reed Farrington, Glenda Hoffman, Bernice Huber, Nancy Johnson, Kay Rodgers and George Sanders.

More information about registration and the classes offered this year is available by phoning the Carmel Adult School office at 624-1714.

VALLEY LANDSCAPING Bill King 659-4685
Mushroom Mulch
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Driveways & approaches

659-2222 on call 24 hours
CARMEL VALLEY ANSWERING SERVICE
ART DUNN OWNER-MANAGER

Carmel Valley Church Services

Christian Science Services

First Church of Christ, Scientist Carmel

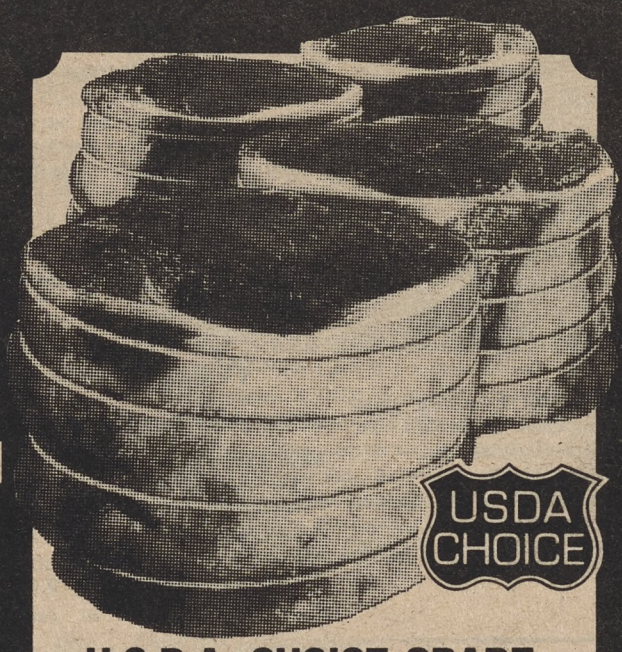
Sunday Services 11 a.m. and 5 p.m. Wednesday meeting 8 p.m. Sunday School at 11 a.m. Reading Room, Lincoln near Fifth. Open weekdays 10 a.m. to 5:30 p.m. Open Sundays and holidays, 1:30-4:30 p.m.

Monte Verde St., north of Ocean Ave. between 5th and 6th

SAFEWAY HAS THE SPECIALS

Fresh! California Whole Frying Chickens
SUPER SPECIAL lb. 55¢

HAVE YOU BEEN TO SAFEWAY LATELY?
we think you'll be pleasantly surprised at our selection of Top-Quality PRODUCE, MEATS and GROCERIES!



U.S.D.A. CHOICE GRADE BONELESS BEEF Roast Sale
Your Choice
- Cross Rib
- Bottom Round
- Rump Roast

$1.77 per lb. SUPER SPECIAL

U.S.D.A. Choice Boneless Beef TIP ROAST lb. $1.88

Longhorn Cheese Safeway Brand
YOU SAVE 20¢ per lb.
$1.79 SAFEWAY SPECIAL

Potatoes
U.S. No. 1 Russets, Northwest Grown
SUPER SPECIAL
10 lb. BAG 78¢

Casaba Melons
Sweet & Juicy
SUPER SPECIAL lb. 5¢

Potato Chips

Granny Goose, Twin Pak, 8 oz.
69¢

Chunk Tuna

6½ oz. can
59¢

Pepsi

12 oz. cans
6 pk. $1.19

Mayonnaise

Nu-made, Quart
99¢

Lucerne Butter

Grade A, Per Pound
$1.37

AA Large Eggs

Lucerne, Dozen
70¢

Items and prices in this ad are available August 23, 1978, thru August 29, 1978, at all Safeway Stores in the following cities: Monterey, Seaside, Carmel, Aptos, Marina and Pacific Grove only. Sales in retail quantities only.

SAFEWAY